



*Bureau of Nutrition and Health Promotion*

## *Friday Facts*

*Week ending Issue: 8.12.11 – Issue #111*

### ***Policy***

#### **From the WIC Services Policy and Procedure Manual — 380.60 Clinic Environment**

Follow these suggestions to create a positive environment for nutrition education:

- Allow the participant to speak honestly by providing privacy for interviews.
- Lessen barriers between you and the participant and promote rapport by:
  - Maintaining eye contact and focusing on the participant and not on the computer,
  - Shifting visual obstacles, such as computers, monitors, and large desk accessories to the side so they are not physical barriers between staff and participants,
  - Sitting beside the participant.

Make use of waiting time between stations by providing a variety of nutrition education materials throughout the clinic, including posters, bulletin boards, educational displays, and newsletters.

Follow these suggestions to promote breastfeeding as the preferred method of infant feeding:

- Select educational materials that portray breastfeeding as the preferred infant feeding method.
- Use print and audiovisual materials and office supplies that are free of formula product names.
- Communicate clear endorsements of breastfeeding.
- Integrate breastfeeding promotion into each prenatal nutrition education contact.
- Include participant's family and friends in breastfeeding education and support sessions.
- Store formula samples out of view.
- Develop a policy that discourages staff from accepting formula from manufacturers for personal use.

Use the clinic waiting area advantageously to help women recognize breastfeeding as the “norm” rather than the exception. Follow these suggestions to provide an environment where women feel comfortable breastfeeding their infants:

- Display posters, pins, and buttons that promote breastfeeding.
- Create a Breastfeeding Honor Roll featuring breastfeeding moms and babies.
- Provide comfortable chairs with arms.
- Locate the breastfeeding area away from the clinic entrance.

### ***Information***

#### **2011 WIC Contractor's Meeting**

At the end of this issue, is a copy of the agenda for the Contractor's Meeting August 30, 2011. The second page includes 3 maps to help direct you to the meeting room, and page 3 is a map of the mall where the meeting room is located. On the second page, Figure 1 is a map of the exit from I-80 from which you will need to head south onto Jordan Creek Parkway, Figure 2 shows a map of the exit from I-

35 from which you will need to travel west on Mills Civic Parkway, and Figure 3 shows the streets around the mall including access routes to the area near the theater.

## ***Other***

### **Looking for Roommate at CLC Training**

Are you going to the Certified Lactation Counselor training in Fremont, ME September 12-16<sup>th</sup>? A local dietitian is looking for a roommate to share the cost of the hotel for that week. Please contact Holly Szcodronski at [holly.szcodronski@idph.iowa.gov](mailto:holly.szcodronski@idph.iowa.gov) if interested. Holly will pass your information on. The dietitian would like to make her plans by August 19<sup>th</sup>.

## ***Dates to Remember***

### **2011**

- August 30, 2011 – WIC Contractors’ Meeting
- October 7 – Advisory Committee Meeting
- October 24 & 25, 2011 – NETC
- January 31, 2012 – WIC Contractor’s Meeting
- March 29-30, 2012 – Maternal and Breastfeeding Nutrition Core Workshops
- August 21, 2012 – WIC Contractor’s Meeting
- August 29-30, 2012 – Infant and Child Nutrition Core Workshops
- October 30, 2012 – Communication and Rapport Building Core Workshop

## ***Available Formula***

<b>Product</b>	<b>Quantity</b>	<b>Expiration Date</b>	<b>Agency</b>	<b>Contact</b>
Enfaport Lipil	23 – 8 oz cans (ready-to-feed)	9/1/2011	Johnson County WIC	Chuck Dufano @ 319-356-6042
Neocate	4 cans – 14 oz Powdered	10/2011	Webster County	Kathy Josten @ 515-573-4107
Neocate	19 cans – 14 oz powder 30 cans – 14 oz power	11/19/11  1/8/12	Rosebud WIC	Lucy Reifel @ 605-747-2617
Similac PM 60/40	3 cans	10/2012	Johnson County Public Health	Chuck Dufano @ 319-356-6042

**WIC Contractor's Meeting**  
**Tuesday, August 30, 2011**  
**10:00 am – 3:00 pm**  
**Jordan Creek Mall Meeting Room**



<b>Time</b>	<b>Topic</b>	<b>Presenter(s)</b>
<b>10:00 am – 10:15 am</b>	<b>Opening Remarks</b>	<b>Brenda Dobson</b>
<b>10:15 am – 11:00 am</b>	<b>WIC Logo and Focus Groups</b>	<b>Nick Grant – ZLRIgnition Jill Lange</b>
<b>11:00 am – 11:30 am</b>	<b>Grant Applications and Technical Assistance</b>	<b>Jill Lange Bruce Brown</b>
<b>11:30 am – 12:30 pm</b>	<b>Lunch on your own</b>	
<b>12:30 pm – 1:00 pm</b>	<b>EBT and Clinic Connectivity Issues</b>	<b>Brandy Benedict</b>
<b>1:00 pm – 1:30 pm</b>	<b>Childhood Obesity</b> <ul style="list-style-type: none"> <li>• FMNP materials</li> <li>• Posters</li> <li>• Screen time</li> <li>• Low fat milk</li> <li>• Pediatric Toolkit</li> </ul>	<b>Pat Hildebrand</b>
<b>1:30 pm – 1:45 pm</b>	<b>Communication</b> <ul style="list-style-type: none"> <li>• Strategic Plan Update</li> <li>• Friday Facts – Policy Section</li> </ul>	<b>Holly Szcodronski</b>
<b>1:45 pm– 2:05 pm</b>	<b>Online Nutrition Education</b>	<b>Jill Lange</b>
<b>2:05 – 2:20 pm</b>	<b>Breastfeeding Resource Update</b>	<b>Holly Szcodronski</b>
<b>2:20 pm – 2:35 pm</b>	<b>IWIN Build</b>	
<b>2:35 pm – 3:00 pm</b>	<b>Open Forum and Adjourn</b>	

Figure # 3  
Jordan Creek Mall

Figure # 1  
Exiting from I-80 to  
Jordan Creek Pkwy.

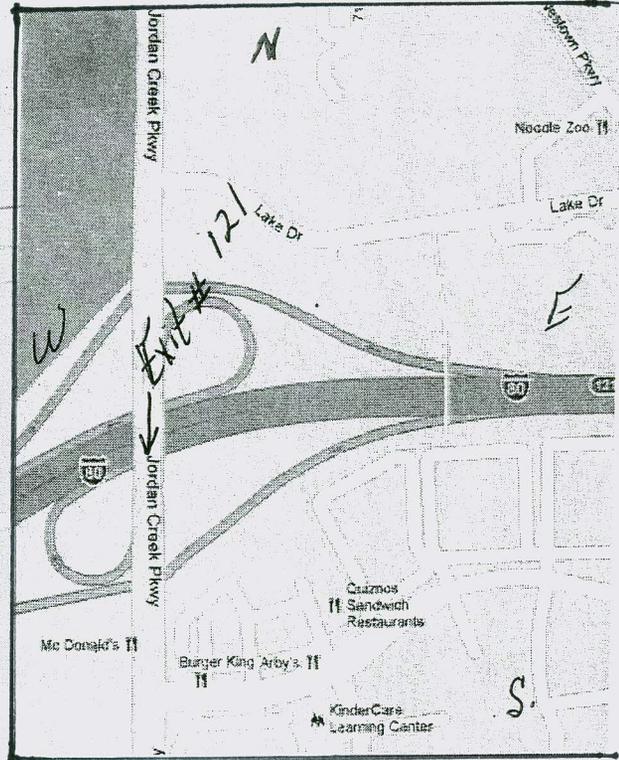
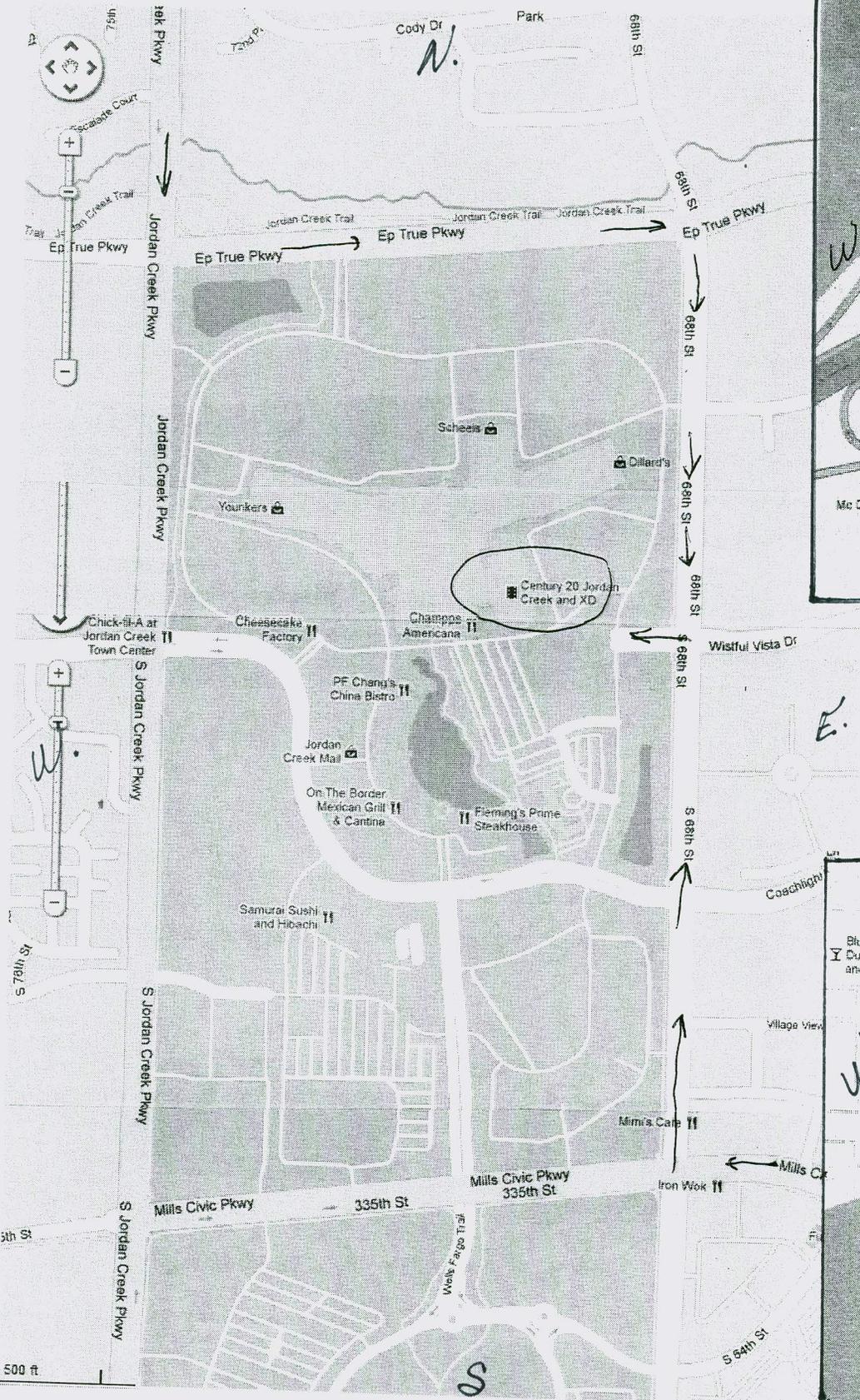


Figure # 2  
Exiting from I-35 to  
Mills Civic Pkwy.

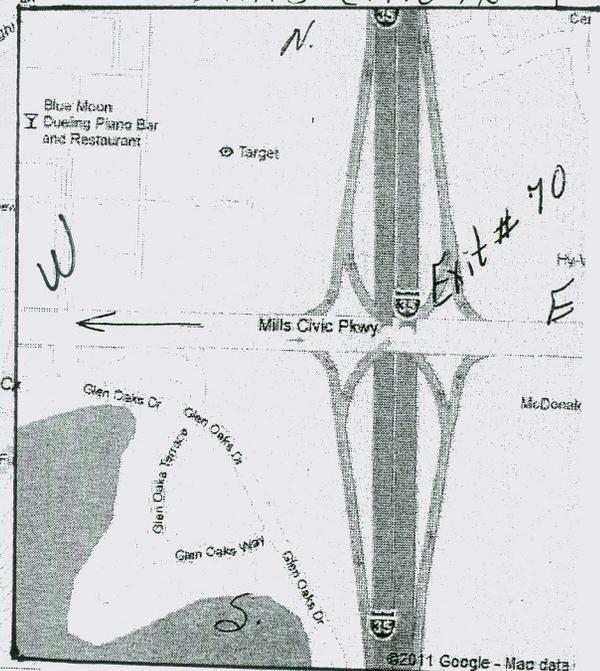


Figure # 4

